





ENGAGEMENT WITH STAKEHOLDERS





GRI 102-40, 102-41, 102-42, 102-43, 102-44

At AEON, stakeholder engagement is a crucial process that helps us to understand customer needs, enable key insights to further improve processes, products and service levels and strengthen relationships with relevant stakeholders for future growth.

We manage this via formal and informal engagements and have built a comprehensive stakeholder mapping of its stakeholder universe in tandem with a robust comprehensive engagement plan. In FY2022, we further strengthened our connection with our stakeholders by organising physical engagements whenever possible, along with our various online engagements throughout the year, as Malaysia progressed in the endemic stage of COVID-19.

Stakeholder Group	Areas of Concern	Engagement Plan	Frequency of Engagement
 <p>Employees</p>	<ul style="list-style-type: none"> • Career development • Compensation, welfare and benefits • Employment equality • Working environment and quality • Safety • Job performance evaluation/assessment • Ethics, disciplinary and misconduct • Strategic direction and business growth 	<ul style="list-style-type: none"> • Learning and development programmes • Bi-weekly Head of Department meeting • Weekly AEON Leadership Council (ALC) meeting • Morning assembly with AEON People • Internal surveys • Messages through Email and iAEON app 	<ul style="list-style-type: none"> • Periodic engagements • Bi-weekly • Weekly • Monthly • Annually
 <p>Customers</p>	<ul style="list-style-type: none"> • Product pricing, safety and quality • Service culture, comfort, convenience and satisfaction • Privileges, benefits and added value • Online shopping 	<ul style="list-style-type: none"> • AEON Careline QR Code for customers feedback • Corporate website – www.aeongroupmalaysia.com • AEON Members' Day • Social media – Facebook, Instagram, Twitter and YouTube • Customer service counter • Newsletters via email 	<ul style="list-style-type: none"> • Day-to-day • Periodic engagements
 <p>Government and Regulators</p>	<ul style="list-style-type: none"> • Regulations and Policies • Product specifications • Environment and Climate Change • Human Rights • Governance and Business Ethics 	<ul style="list-style-type: none"> • Store visits • Formal meetings, forums, roundtables & briefings • Formal events • Bursa Link under Investor Relations on AEON's corporate website – www.aeongroupmalaysia.com 	<ul style="list-style-type: none"> • Periodic engagements • Quarterly • Annually • Ad-hoc
 <p>Investors and Shareholders</p>	<ul style="list-style-type: none"> • Business outlook and strategic direction • Operational efficiencies • Cash utilisation and dividends • Governance and business ethics 	<ul style="list-style-type: none"> • Quarterly results announcement • Quarterly analyst briefings • Group and one-on-one meetings • Non-deal roadshow • Corporate website under Investor Relations • Annual Report 	<ul style="list-style-type: none"> • Quarterly • Annually • Periodic engagements • Ad-hoc

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 <p>Community</p>	<ul style="list-style-type: none"> • Corporate Social Responsibility (CSR) • Financial support and aid • Environmental awareness and education • Business opportunities • Livelihood support 	<ul style="list-style-type: none"> • Malaysian AEON Foundation (MAF) activities • Festive celebrations • CSR events and programmes with community • Job opportunity • Kiosk and/or temporary space rental set-ups at shopping malls 	<ul style="list-style-type: none"> • Periodic engagements • Ad-hoc
 <p>Suppliers</p>	<ul style="list-style-type: none"> • Procurement process, payment terms and practices • Strategic partnerships • Product and promotion support • Trading terms • Governance and Business Ethics • Human Rights • Technology and Digital Transformation • Cybersecurity 	<ul style="list-style-type: none"> • Clear procurement and payment policies and SOPs • Whistleblowing channel • Joint-marketing collaborations • Audits and site visits • Policies • Formal and social events 	<ul style="list-style-type: none"> • Day-to-day • Ad-hoc • Periodic engagements
 <p>Media</p>	<ul style="list-style-type: none"> • Company's business and financial performance • Product launches and collaborations • Perception management and crisis communication 	<ul style="list-style-type: none"> • Media conference/Interview sessions/Written responses • Media collaborative programmes • Editorial, advertorial and branded content • Video messages 	<ul style="list-style-type: none"> • Quarterly • Periodic engagements • Ad-hoc
 <p>Industry</p>	<ul style="list-style-type: none"> • Retail sales performance • Industry outlook and issues • Government policies • Mutual interest issues 	<ul style="list-style-type: none"> • Meetings/forums/roundtables with Malaysia Retailers Association (MRA) • Business dialogues with MRA and/or industry leaders • Participation in social events 	<ul style="list-style-type: none"> • Periodic engagement • Ad-hoc